



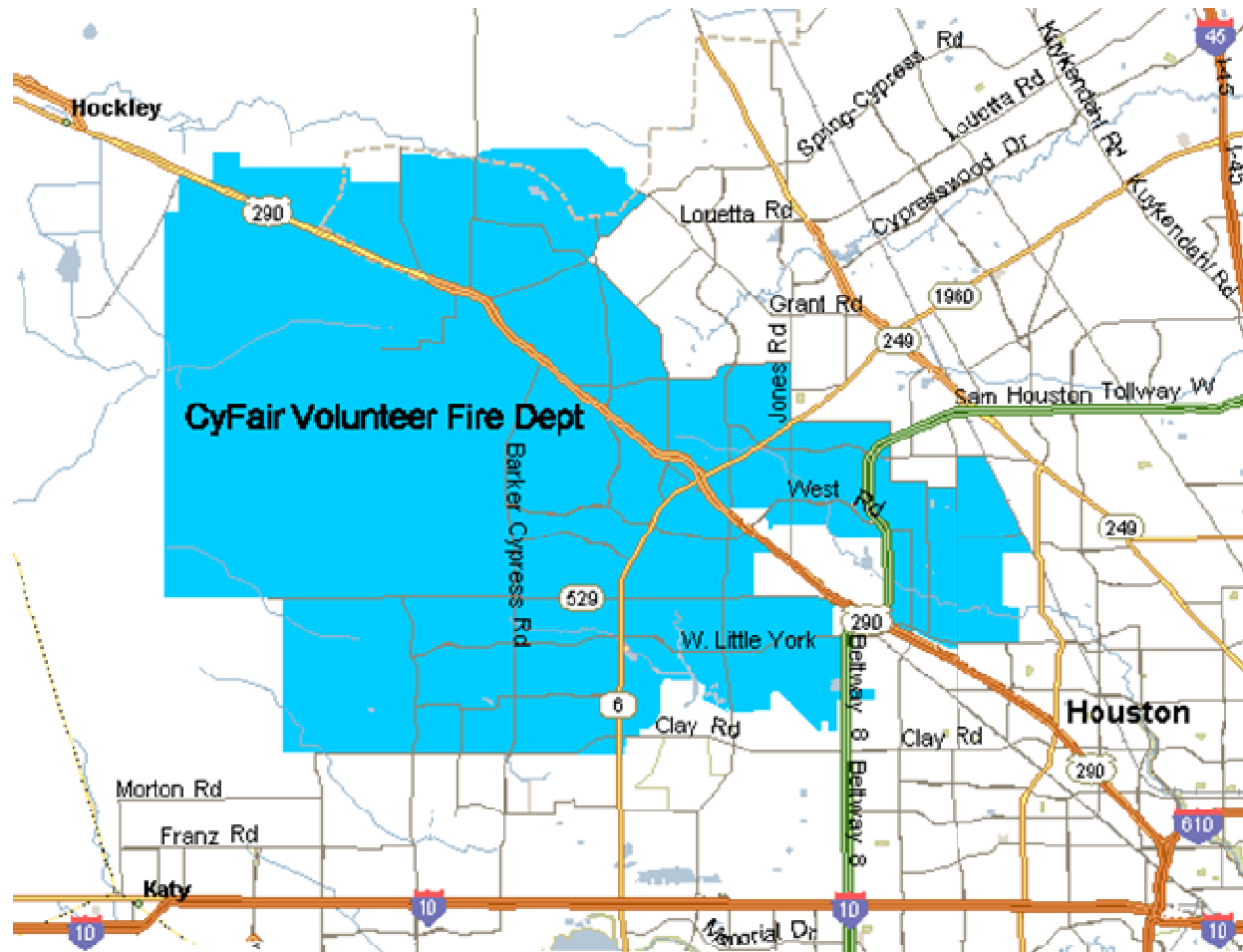
Recruitment and Retention

Cy-Fair Volunteer Fire Department
2011

Who is the Cy-Fair Volunteer Fire Department?

- We have a coverage area in Northwest Harris County of 155 square miles with over 400,000 residents.
- We operate 12 fire stations with an office/vehicle maintenance complex.
- We also have a Dispatch Center that is nationally accredited EFD and EMD. We also dispatch for other departments.
- Our membership is just over 400 members with approximately 200 paid employees both full-time and part-time.
- We average 75 new members annually over the last few years.
- We have some members that have been with the department over 35 years.
- We provide training to our new members (cadets) as well as for other area departments upon request.

Cy-Fair Volunteer Fire Department Coverage Area



Not So Successful Advertising



Unique advertising opportunities. Movie Trailer segment at the beginning of the commercial movie trailers.

Screenvision's digital preshow offers a variety of brand-building opportunities for advertisers:

Long-form content segments give you more time to reach and engage consumers with your messaging

Product integration through content segments enables you to creatively highlight key product/brand attributes

Sponsorship of show segments, music, trivia or the entire preshow gives you valuable brand presence in front of an attentive audience

Results: we received zero inquiries from this method.

Outdoor Billboards

Results: we received zero inquiries from this method.



Bill Boards:

We used three bill boards in our 2010 recruiting effort. All were in high traffic areas. We found in surveys of open house attendees that these were of little success in drawing new members. I believe the primary reason is that people see them while driving and after reaching their destination they have forgot. With ads or postcards they have the information in front of them.

Successful Advertising

Community newsletters:

Most subdivisions in our area have a monthly newsletter that informs people of community events and happenings. We have found that having a reoccurring article that provides a safety or fire related message with a recruiting tag at the end has been successful in bringing in new members. This also has helped educate citizens that we are a volunteer fire department and not career. During the month of our annual recruiting drive we focus on a recruiting message and give reasons and benefits to volunteer along with dates and times of our open houses.

Community Magazines:

We have developed a close working relationship with the owner of a local community magazine in our area who publishes quarterly. She has helped us place ads in her magazine at a reduced rate and this has been successful at drawing in new recruits.

Postcards:

For targeting specific stations that need help, we have used direct mail postcards. We take the photos using a local photographer and then the postcard printer has helped us design a postcard. This has met with mixed success.

Banners:

In the weeks leading up to our annual recruiting drive open houses we have the stations post large banners in front of their station or at an intersection with heavy vehicle traffic. These have been successful in attracting new members to the stations and our open houses.

Newspapers:

We have worked with our local newspapers to feature articles about needing volunteer firefighters and our recruiting open houses. This has been moderately successful in drawing people. It also helps build a relationship with the media and lay the ground work for other fire department stories.

Website:

While it is important to get the message out that we are looking for volunteers it is also not to make your media too busy and overload it with information. The key is to have an eye catching ad or photo. This directs them to our website where detailed information can be found. We have revised our recruiting website several times and continue to update it to make improvements. This year we are using a professional media company to film and produce a short 8-10 minute documentary on our Department.

What works:

The most effective programs seem to be those that deliver a hard copy to people's homes so they have something in front of them to reference for more information. This also helps serve as a visual reminder of the event. We have also found that by using local vendors or resources you can decrease your costs because they enjoy helping the community and like the recognition of having a thank you plaque or award from the department and will provide discounts or extra services.

Banners



Full Page Ad

Cy-Fair Volunteer Fire Department

Neighbors Helping Neighbors



JOIN TODAY!



cyfairvfd.org

BE A VOLUNTEER FIREFIGHTER!



The Cy-Fair VFD provides coverage to 156 miles of NW Harris County from 12 fire stations. We are looking for people in our community who are interested in being volunteer firefighters and working beside their friends and neighbors to protect our community.

The men and women of our Department come from all walks of life including doctors, lawyers, career firefighters, bankers, mechanics, realtors, and teachers.

We provide all the training and equipment. To be a full member you only need to be 18 and have your high school diploma or GED.

If you are interested in more information, we will be hosting three open houses this month at near-by fire stations:

- ▶ April 13th at 7pm: CFVFD Station 10 located at 11310 Steeplecrest and West Rd
- ▶ April 19th at 7pm: CFVFD Station 11 located at 18132 West Rd approx. 1 mile west of Barker-Cypress near Lone Star College-Cy-Fair
- ▶ April 21th at 7pm: CFVFD Station 9 located at 7922 Hwy 6 and Longenbaugh



You may also call our Office at 281-550-6663 or visit us online at: www.cyfairvfd.org

Small Ads

Cy-Fair Volunteer Fire Dept
"Neighbors Helping Neighbors"



Coming Soon!
Cy-Fair VFD Station 12
19780 Keith Harrow

We are located East
of Fry Rd. next to
Sheridan Elementary.

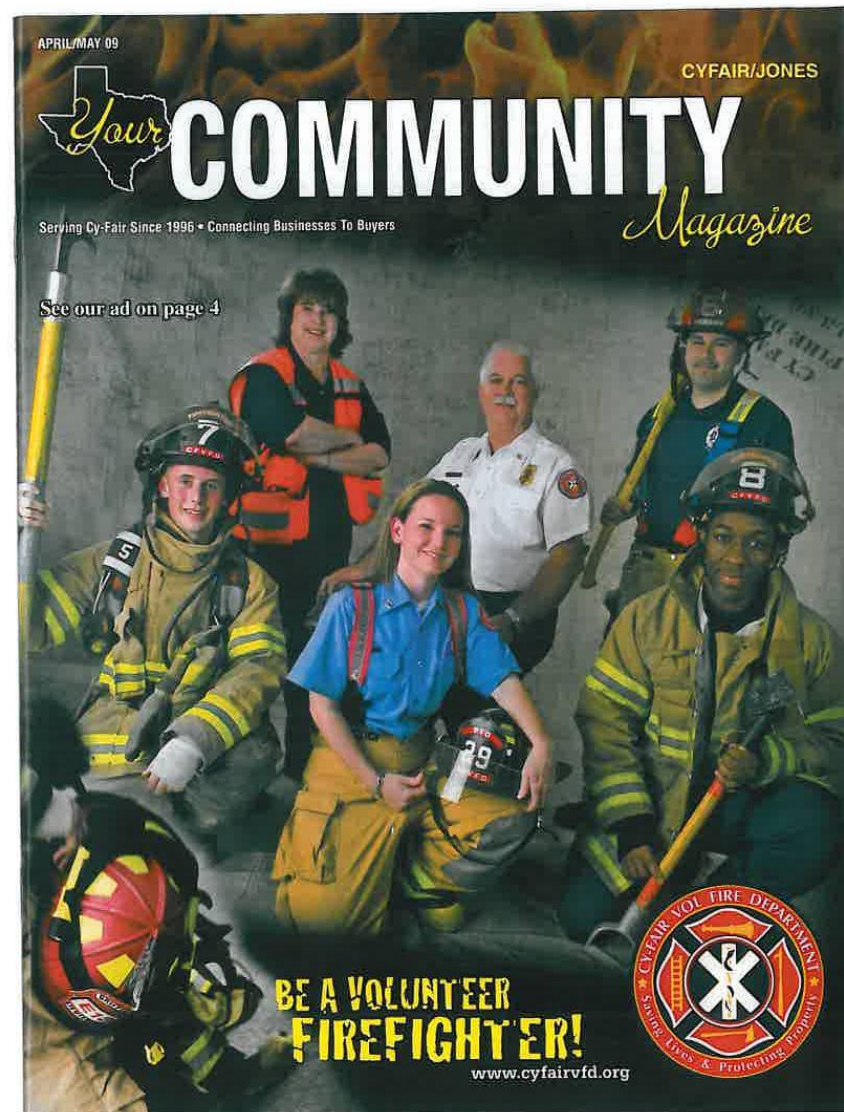
**Volunteer Firefighters
needed**

Call 281-556-6663
or e-mail us at:
sean@cyfairvid.org
to join today!

Post Card Mail out



Magazine Cover



2010 Fall Recruiting Drive

The Cy-Fair Volunteer Fire Department will host a recruiting booth at our 6th Annual Fire Fest Event on Saturday, October 9th to educate and inform those interested in joining one of the largest volunteer fire departments in the Nation. Fire Fest will be held at Cy-Fair Station 11 (18134 West Road, Cypress, TX 77433) behind Lone Star (formally Cy-Fair) college just west of Barker Cypress from 10am to 2pm.



The volunteer fire service was started in this country by Ben Franklin. For more than 250 years the volunteer fire service has continued this tradition of “neighbors helping neighbors”. But over the past two decades the number of volunteer firefighters nationally has decreased by around 8%. The Cy-Fair Volunteer Fire Department has almost 400 volunteers today. The Cy-Fair VFD provides community based fire, EMS, and rescue services for 155 sq miles of Northwest Harris County using 12 fire stations. We provide all the necessary training and equipment needed. We have members from all walks of life including doctors, lawyers, bankers, realtors, career firefighters, teachers, mechanics, welders, nurses, and stay at home parents. The only requirements are to have your high school diploma or GED, be 18 yrs old, and pass a drug and background check. The volunteers of the Cy-Fair Volunteer Fire Department save the tax payers of our area over \$28 million each year.

For anyone interested in volunteering there are a number of reasons to join:

- The satisfaction of helping others in your community especially when they are in need
- To gain experience and education in a wide variety of topics including - firefighting, emergency medical services, hazardous materials, fire codes, sprinkler systems and alarm systems
- Meet and work with others in your community, gain a sense of camaraderie with others by working together

Whatever your age or physical abilities there is something you can do at your local fire house to help out! While firefighters are needed, there are many other jobs where you could help:



Member Benefits-Retention

- **LOSAP(length of service award program)- this program was started in 2004. Benefits of \$25 per year of LOSAP service credit earned with a maximum monthly payment of \$500 for 20 or more years of LOSAP service credit.**
- **The Department provides all members with a 24hr/7day a week life insurance policy for all hazards in the amount of \$50,000.**
- **Service awards (incentive awards) are awarded at intervals of 5 years for time served. Amounts vary up to \$300 in value.**
- **5 nights a week we have 3 manned District Pumpers. Each station scheduled to have crews (of 4 members) manning the station (8pm to 6am) receives a credit of \$50 to purchase dinner for the evening. Also each member receives a check for \$25 (less applicable taxes) for manning.**
- **5 weekday nights and all day Saturday and Sunday we have 2 Squads manned with 2 members. They receive \$45 (less applicable taxes) per 12 hour shift. These trucks run most EMS calls and all fires as support personnel.**
- **Other retention activities include an Annual Banquet, a summer swim and dinner outing for families we call Splashfest and a combined day program for public education during October and a dinner with family entertainment that evening we call Firefest.**



Retention- Member Recognition

- Members that are Department Officers or Station Officers receive annual recognition awards.
- Members that reach years of service milestones receive uniform ribbon awards at 5 year intervals.
- Various annual awards are given in recognition of members achievements such as EMS member of the year and Firefighter of the year.
- Special awards for 10 year lifetime awards are given such as a department watch and plaque.
- Jackets are given to members at 15 years of service and every 5 years afterward.
- A new program will begin this year to recognize and award the station member of the quarter. A plaque and token of thanks will be given to these members at a district training night.



Membership Requirements

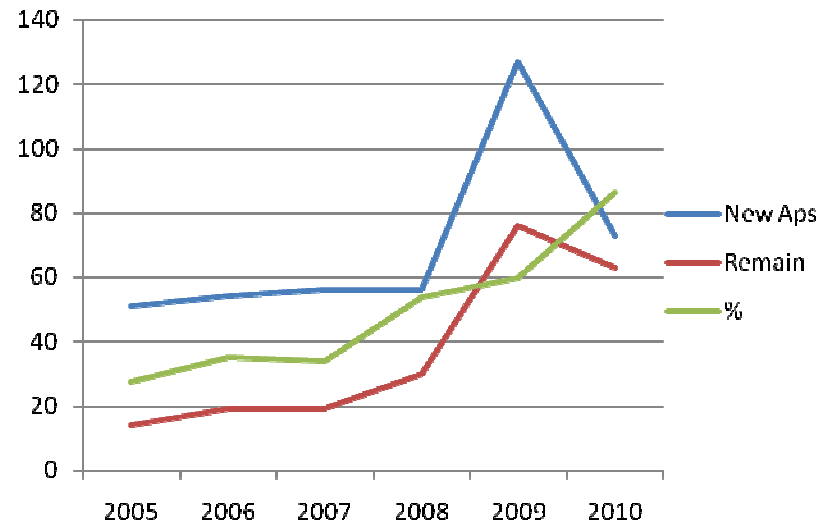
- Our department works off a quarterly points requirement. 18 points per quarter is required to remain active and these points are derived from runs and non-run activities. Maintaining active membership is a requirement of all awards and benefits.
- Any member not meeting the points requirements for 2 consecutive quarters will be placed inactive and certain requirements must be met to reactivate membership.

Additional Membership Requirements

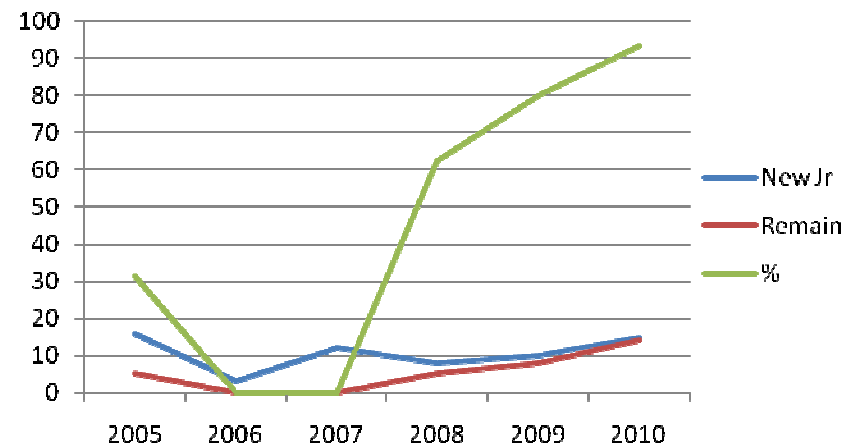
- In 2008 we adopted the requirement that all members and employees were required to complete ICS 100, 200, 300, 700 and 800 training. Personnel not completing the training were removed from the department.
- In August 2009 we required that all new applicants complete SFFMA basic requirements and testing or they would not be allowed to don SCBA or enter hazardous zones. They were also required to skills test using TCFA testing guidelines for skills and also take EMS training at a minimum of ASHI first responder.

5 Year Analysis-New Applicants and Jr. Members

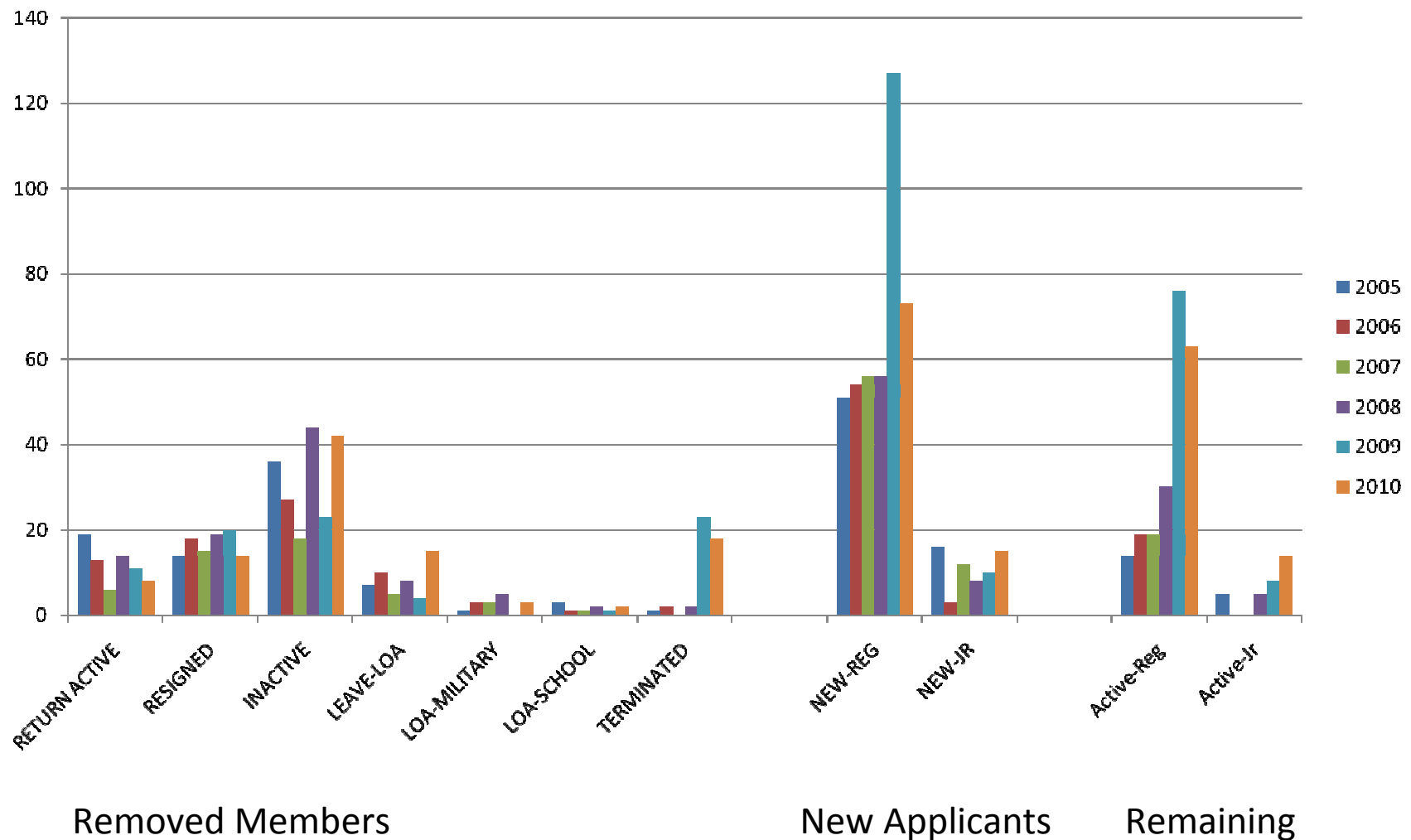
	New Aps	Remain	%
2005	51	14	27.45
2006	54	19	35.19
2007	56	19	33.93
2008	56	30	53.57
2009	127	76	59.84
2010	73	63	86.3



	New Jr	Remain	%
2005	16	5	31.25
2006	3	0	0
2007	12	0	0
2008	8	5	62.5
2009	10	8	80
2010	15	14	93.33



Disposition of Membership for the last 5 years



What persuades people to leave?

- Aside from the department politics, being ignored or being scared of the situations?
 - Work schedule too heavy
 - May have a change in jobs or promoted
 - Family issues or problems
 - Moving out of the area
 - Training is physically too hard
 - Physically unable to do the work
 - Unfriendly people or various prejudices
 - Cannot do the studying or grasp the training

What persuades people to stay?

- Feeling of accomplishment or giving back to the community
- Being able to promote
- Enjoying the adrenaline rush or physical work
- Being recognized for a job well done
- Enjoys the work environment and personnel
- Proud to be a member of the organization
- Benefits are attractive and may use to fill in missing parts of their financial picture

What are we telling our prospective members?

